

ABSTRACT OF THE DISCLOSURE

An advertisement of a sponsor is distributed on an advertisement opportunity after a trade for the advertisement opportunity is settled. The present invention comprises an advertisement data reception unit which receives advertisement data which a sponsor wants 5 to distribute on an advertisement opportunity, an advertisement opportunity reception unit which receives an advertisement opportunity offered by media, a distribution accepting unit which receives information representing that distribution of the advertisement data is appropriate/inappropriate from the media when the sponsor selects the advertisement opportunity received by the advertisement opportunity reception unit for distributing the 10 advertisement data received by the advertisement data reception unit, and accepts an application for distribution of the advertisement data from the sponsor when the information from the media represents that distribution is appropriate, and a trade process unit which performs a process for trading the advertisement opportunity in accordance with the application accepted by the distribution accepting unit.